

## Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 12447 021516Z

66

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 057590

R 021419Z SEP 75  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3984

UNCLAS MOSCOW 12447

USDOC FOR BEWT/TPD - ROBINSON

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: POSSIBLE THEMES FOR JEEP ON RETAI TRADE MODERNIZATION

REF: STATE 193405 (PARA 4))

1. COMMATT AND COMMOFF CALLED AT SOVIET MINISTRY OF TRADE TO DISCUSS POSSIBLE THEMES FOR PROPOSED EXHIBIT/SEMINAR ON RETAIL TRADE REMODERNIZATION, TENTATIVELY SCHEDULED FOR MARCH/APRIL 1976. LIST OF TOPICS RECEIVED FROM TPD WAS PRESENTED AS STARTING POINT FOR DISCUSSIONS AND COMMATT REQUESTED MINISTRY'S COMMENTS ANLD SUGGESTIONS.

2. CHIEF OF MINISTRY'S FOREIGN RELATIONS DIVISION, YU. F. NESTEROV, EXPRESSED INTEREST IN OVERALL THEME OF PROPOSED JEEP, PROMISED TO STUDY OUR LIST, AND OFFERED FOLLOWING TOPICS AS MINISTRY'S PRELIMINARY SUGGESTIONS:

- A) AMERICAN EXPERIENCE WITH MARKET RESEARCH;
- B) COMPUTER APPLICATION TO ALL ASPECTS OF RETAIL TRADE;
- C) MODERN WAREHOUSING TECHNIQUES;
- D) AMERICAN EXPERIENCE WITH LARGE SUBURBAN SHOPPING CENTERS;
- E) "FAST FOOD" EQUIPMENT AND TECHNIQUES -- PROCESSING, PREPARATION AND SERVICE.

3. COMMERCIAL OFFICE BELIEVES MINISTRY'S FAVORABLE RESPONSE WARRANTS ON-GOING PLANNING BY USDOC FOR THIS JEEP. IT WOULD  
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BE HELPFUL IF WE CAN GO BACK TO MINISTRY WITHIN NEXT SIX

WEEKS WITH  
LIST OF FIRMS AND MORE NARROWLY DEFINED TOPICS  
UNDER EACH OF MINISTRY'S PROPOSED THEMES. WE WILL ALSO REPORT  
MINISTRY'S PROPOSED THEMES. WE WILL ALSO REPORT MINISTRY'S  
PROMISED COMMENTS ON USDOC LIST AS SOON AS RECEIVED.  
STOESSEL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Review Transfer Date:**  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** POSSIBLE THEMES FOR JEEP ON RETAI TRADE MODERNIZATION  
**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
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